

2010 Komen New Orleans Race for the Cure[®] Sponsorship Opportunities



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Thank you for your interest!

This year marks the 14th anniversary of the Komen New Orleans Race for the Cure®. Our goal is to raise **\$400,000** to help achieve our vision of a world without breast cancer. Approximately, 75% of the net proceeds of the Race will fund **local** breast cancer programs; the remaining 25% will support vital breast cancer research. Please consider joining us as a corporate sponsor for the 2010 Race on **Saturday, October 23rd**.

Every day, countless family members, friends and co-workers are affected by, battle with, or are lost to breast cancer. This is why the Komen New Orleans Affiliate, like all the 125 Komen Affiliates is committed to our promise to end breast cancer forever. Because all women are at risk for breast cancer, our grassroots events pull people from all walks of life, backgrounds and ages together for the common goal of finding a cure for breast cancer unlike any other event in this community. Through our fundraising efforts, most notably Race for the Cure, the New Orleans Affiliate of Susan G. Komen for the Cure® has funded programs that have saved lives in the Greater New Orleans area of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, and Washington parishes.

Here's how you can participate, promote your brand and help breast cancer victims in the greater New Orleans area: sign up now as a corporate sponsor for 2010.

Please review this brochure, sponsorship level information, and targeted marketing opportunities. Sponsorship opportunities range from \$1,000 to \$50,000, with the higher levels providing substantially more opportunities to promote your brand and products. Benefits include (depending on sponsorship level): your logo or name on the materials sent prior to the Race and on Race day; your logo or name on the official Race day t-shirt provided to all participants; a Sponsor booth on Race day with display of company-provided banners and opportunities to provide samples of your products; recognition on Race website sponsor page; media coverage; and much more.

We are pleased to let you know that Susan G. Komen for the Cure® was recognized as a "Top-rated Charity" by Charity Navigator, America's largest independent evaluator of charities.

<http://www.charitynavigator.org/index.cfm/bay/search.summary/orgid/4509.htm>

Over twenty-five years ago, Nancy G. Brinker made a promise to her sister – a promise to end breast cancer forever. Please consider joining us as we strive to fulfill this promise. Together we can make a difference in the fight against breast cancer.

Thank you for your consideration,

2010 Sponsorship Committee
Komen New Orleans Race for the Cure®

IMAGINE A WORLD WITHOUT BREAST CANCER



Our Promise

The promise of the New Orleans Affiliate of Susan G. Komen for the Cure is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Komen New Orleans Race for the Cure®

Through the years

The first Komen New Orleans Race for the Cure® was held in 1996. In 2010, we celebrate our 14th year of the Race in the Greater New Orleans area. This year's event will attract more than **9,500 PARTICIPANTS**, 300 volunteers, hundreds of spectators and over 100,000 television and internet viewers. Last year the Race raised more than **\$350,000** in gross revenue.



Why Sponsor?

- Strong visibility in a New Orleans running/walking event
- Touch an audience of more than 9,500 on race day
- Showcase products
- Retain and increase customer loyalty
- Build employee morale and company pride
- Align your name and brand with one of the most recognized, respected and effective charities in the world
- Save lives and end breast cancer by supporting the Race and our mission

Use of Funds

Up to seventy-five percent (75%) of the net proceeds fund local breast cancer programs in our seven parish area and at least twenty-five (25%) supports the Susan G. Komen for the Cure Grants Program to fund research. Thousands of women and men in the Greater New Orleans area that could not afford breast healthcare have received screenings, education, and treatments as a result of funds raised through the Komen New Orleans Race for the Cure®.

Komen New Orleans Grant Program

The Komen New Orleans Affiliate will grant more than **\$514,000 locally** in the 2010-2011 fiscal year toward our mission to save lives and end breast cancer forever. Since inception in 1992, Komen New Orleans has granted **more than \$2.4 million** for local breast cancer education, screening and treatment programs for the underserved in the greater New Orleans area. The remaining funds will be awarded to the National Susan G. Komen for the Cure Award and Grants Program.

The 2010 – 2011 Komen New Orleans Grant Recipients include:

Cancer Association of Greater New Orleans

Leonard C. Thomas HOS Foundation

West Jefferson Medical Center Outpatient Rehabilitation Department

LSUHSC School of Public Health

St. Thomas Community Health Center

West Jefferson Medical Center Women's Imaging & Breast Care Center

